



KMOV
One Memorial Drive
St. Louis, MO 63102

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract

857794

Schedule Dates 09/28/12-10/06/12
Advertiser Women Vote (40129)
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - US Senate (1176)
Brand EST 1883 (178655)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name LEVY,SHIRA
Phone/Fax (202) 338-8700 /
CPE 144/150/1883
Account Types National/Political PAC - Agency
Billing Type Standard
Comments WOMEN VOTE US SENATE PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/27/12
Last Modified 10/03/12
Entered By Betsy Waxberg
CO-OP No
Headline # 06347095
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,380.00
Net Total \$58,820.00
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Sep. 2012	19	\$22,850.00
Oct. 2012	31	\$46,350.00
Grand Total:	50	\$69,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	20062- News @ 10pm M-F	2					X			2	\$2,500.00	\$5,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	9/27/12
2.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20063- Late Show with David Letterman	3	X	X	X					3	\$500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	9/27/12
3.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20022- Price is Right	3	X	X	X					3	\$500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	9/27/12
4.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	20023- News @ 12noon M-F	2					X			2	\$600.00	\$1,200.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	9/27/12
5.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	28663- Dr. Phil	3	X	X	X					3	\$750.00	\$2,250.00	St. Louis (KMOV) (KMOV)	DR. PHIL	9/27/12
6.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20029- Young and the Restless	3	X	X	X					3	\$1,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)	YOUNG AND THE RESTLESS	9/27/12
7.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	20054- News @ 5pm M-F	2					X			2	\$1,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	9/27/12
8.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	48386- News @ 5am	2					X			2	\$300.00	\$600.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	9/27/12
9.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	20055- News @ 6pm M-F	2					X			2	\$1,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	9/27/12
10.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	20015- News @ 6am M-F	2					X			2	\$500.00	\$1,000.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	9/27/12
11.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20053- Entertainment Tonight	3	X	X	X					3	\$1,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	9/27/12
12.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	131968- CBS This Morning	2					X			2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	9/27/12

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13.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	137124- Katie	1	X	X	X					1	\$250.00	\$250.00	St. Louis (KMOV) (KMOV)	KATIE COURIC	9/27/12
14.0	Normal Line / SPOT	10/01/12-10/01/12	4	:30	115379- Hawaii Five O		1							1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)	HAWAII 5-0	9/27/12
15.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	20108- News @ 10pm Sat							1		1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	NEWS 4	9/27/12
16.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	20103- News @ 6pm Sa							3		1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6PM SATURDAY	9/27/12
16.0.1	Closed Preempt	09/29/12															St. Louis (KMOV) (KMOV)	R-Live News Coverage/Spot - live event-network	
16.0.2	Closed Preempt	09/29/12															St. Louis (KMOV) (KMOV)	R-Live News Coverage/Spot - live event-network	
17.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	20789- News @ 10pm Sun								1	1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10P SUN	9/27/12
18.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	8A- 10A (CT)								1	1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)	CBS SUN MORNING/FACETHE NATION	9/27/12
19.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	107455- Good Wife								1	1	\$5,500.00	\$5,500.00	St. Louis (KMOV) (KMOV)	GOOD WIFE	9/27/12
20.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	42783- NCIS			1						1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)	NCIS	9/27/12
21.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	85956- Survivor				1					1	\$6,500.00	\$6,500.00	St. Louis (KMOV) (KMOV)	SURVIVOR	9/27/12
22.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	54263- CSI: NY				1						\$5,000.00		St. Louis (KMOV) (KMOV)	CSI	9/27/12

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Salesperson

Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

Buyer Name

LEVY,SHIRA

Phone/Fax

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Account Types

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22.0.1	Closed Preempt	10/03/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - Presidential Debate	
23.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20062- News @ 10pm M-F	2	X	X	X					2	\$2,500.00	\$5,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	9/27/12
24.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20023- News @ 12noon M-F	2	X	X	X					2	\$600.00	\$1,200.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	9/27/12
25.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20054- News @ 5pm M-F	1	X	X	X					1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	9/27/12
26.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	48386- News @ 5am	1	X	X	X					1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 5A	9/27/12
27.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20055- News @ 6pm M-F	1	X	X	X					1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	9/27/12
28.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	20015- News @ 6am M-F	1	X	X	X					1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	9/27/12
29.0	Normal Line / SPOT	10/01/12-10/03/12	4	:30	131968- CBS This Morning	1	X	X	X					1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	9/27/12
30.0	M/G For 22.0.1 / SPOT	10/03/12-10/03/12	4	:30	139779- Presidential Debate				1					1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)	debate	10/2/12
31.0	M/G For 16.0.1,16.0.2 / SPOT	10/06/12-10/06/12	4	:30	119145- News @ 10:30pm							2		2	\$500.00	\$1,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 SATURDAY	10/3/12

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